friends of WATERFRONT SEATTLE

FROM RESEARCH TO REALIZATION

Waterfront Programming Report 2018

After more than a decade of public input, the Alaskan Way Viaduct is scheduled for demolition, and the Seattle waterfront is on its way to becoming a vibrant public park. The Waterfront Seattle project is a once-in-a-century opportunity to transform Seattle's central shoreline into a dynamic, safe public space that is welcoming to all and used year round.

Friends of Waterfront Seattle, the project's nonprofit partner to the City of Seattle, is building awareness and leading strategies that support the park's long-term health. The shared goal of Friends and the City is to make the waterfront a beautiful space where everyone can enjoy transformative cultural, recreational, and educational experiences.

WATERFRONT SEATTLE GUIDING PRINCIPLES

- Create a waterfront for all
- Put the shoreline and innovative, sustainable design at the forefront
- Reconnect the city to its waterfront
- Embrace and celebrate Seattle's past, present, and future
- Improve access and mobility for people and goods
- Create a bold vision that is adaptable over time
- Develop consistent leadership from concept to operations

To implement the guiding principles, Friends and the City will manage the future park through a joint delivery model, with the City providing enhanced maintenance services and Friends managing activities, programming, and security. Since 2015, Friends has successfully operated in public space on the waterfront, gaining on-the-ground experience with pilot projects including:

- Hot Spot at existing Waterfront Park (Pier 58)
- Kayak tours along the new Elliott Bay Seawall
- Improvements to the Pike Street Hill Climb, Union Street, and the waterfront promenade

Pilot projects on the waterfront have demonstrated that well-programmed public spaces with adequate infrastructure, amenities, and security create active, accessible places for people.

KEXP Rocks The Dock, 2018
Photo: Robert Wade

KEY LEARNINGS: 2015 – 2018

1 Community partners are key in creating successful events that bring Seattleites and visitors to the waterfront for cultural, recreational, and educational programming.

2 On-the-ground, consistent, dedicated leadership by an organization laser-focused on the park is critical to positive outcomes.

3 For the park to be used in all seasons, places for park visitors to linger out of the rain and programs that keep people moving are essential.

4 Experimentation is key in informing strategies and trying new ideas, as change is what keeps locals returning throughout the year.

WHAT MAKES A GREAT URBAN PARK? PROGRAMMING!

A great park is accessible, comfortable, active, and social. Friends deploys a proven, three-pronged strategy to create successful, well-managed, safe public space that is welcoming to all:

Diverse programming
brings people to the waterfront, ensuring spaces are dynamic and lively

Public safety enforcement
creates a safe atmosphere where rules of conduct are followed

Meeting people where they are
addresses social service needs on the waterfront

A CLOSER LOOK: PUBLIC SAFETY COORDINATION

With so many people accessing the waterfront, safety is a top priority — as Friends' pilot projects have identified. Innovative security programs have changed the landscape of how the community engages in safety and produced extremely positive outcomes. Improvements to the built environment, such as murals, have reduced graffiti and vandalism. Future daily and overnight security will help to keep the waterfront a safe, clean, and lively destination that is welcoming to all.

Gypsy Temple & Misvnderstood at KEXP Rocks the Dock, 2018
Photo: Robert Wade

MEETING PEOPLE WHERE THEY ARE WITH LEAD

Law Enforcement Assisted Diversion (LEAD)

A law enforcement–led diversion program supported by a unique coalition of law enforcement agencies, public officials, and community groups

Friends, Historic Waterfront Association, Metropolitan Improvement District (MID), Seattle Police Department (SPD), and outreach workers collaborate to achieve positive outcomes

Goal: Improve community health and safety by allowing officers to redirect low-level offenders engaged in street-level drug possession, sales, or sex work to community-based services instead of jail and prosecution. In 2018, LEAD services were expanded to include mental health situations.

Since the LEAD waterfront focus began in 2016, the waterfront has seen a 30 PERCENT DECREASE in citations and arrests as a result of LEAD community engagement and patrols with LEAD-trained officers.

ENGAGING THE ENTIRE CITY THROUGHOUT THE YEAR

The vision for the future waterfront park is an accessible and inclusive space that welcomes all people during every season. Friends' community partnership model attracts partners and their followers to the waterfront to enliven the park and allows locals to see the central waterfront anew. Cultural, recreational, and educational programming brings Seattleites to the waterfront and introduces tourists to Seattle culture. With the right infrastructure, future programming will scale up to create reasons to visit the waterfront year round.

ESSENTIAL AMENITIES FOR PEOPLE

Problem:

Public bathrooms on the waterfront are few and far between, which limits the time visitors will spend on the waterfront and can lead to sanitation issues

Solution:

Friends provided portable restrooms on the waterfront from May through September for the last four years (2015-2018)

Outcomes:

Public bathrooms were successfully managed without incident, and people lingered at events and the sidewalk cafe

What Friends Learned:

Robust, daily park staffing, monitoring, and servicing yielded frequently used, clean, and safe restrooms

COMMUNITY PROGRAMMING

The future waterfront park will provide a distinctive space for communities across the region to convene, creating a sense of place and uniting different cultures. Friends has jumpstarted the transformation of the Seattle waterfront into an arts and culture hub with diverse events for park users to enjoy. By providing a new platform for community organizations from neighborhoods throughout Seattle, programming can connect new audiences to the waterfront.

Community Events on the Waterfront, 2015 – 2018

Live music of a variety of genres

Dance competitions and site-specific performances

Movement classes

Kayak tours of the Elliott Bay Seawall

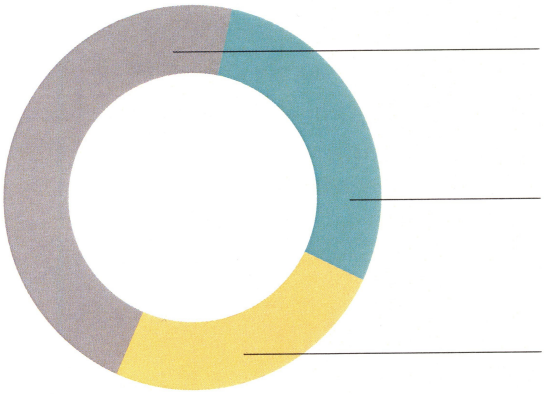
Pop-up markets

Support of Salmon Homecoming Celebration

During the course of Friends' pilot projects, Friends aimed to bring consistently scheduled programming to the existing Waterfront Park (Pier 58) with small, medium, and large summer events as well as special events in all seasons. In the future, year-round data collection is imperative to provide Friends the information it needs to meet the evolving needs of park users and achieve the park's mission. Data will help us to innovate and adapt to changing conditions, needs, technologies, and demographics throughout the life of the park.

Ayo Dot & The Uppercuts at Do 206 on the Bay, 2018
Photo: Robert Wade

Friends presented a variety of Small, Medium, & Large Events at Hot Spot to meet demand

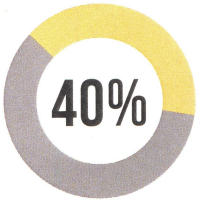


46% Small events (0 – 100 attendees)

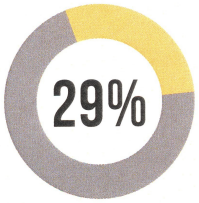
28% Medium events (100 – 200 attendees)

26% Large events (200 – 600 attendees)

Hot Spot Attendance Highlights, 2015 – 2018



increase in summer event attendance each year



increase in attendance when Friends partners with another community organization

COMMUNITY SPACES FOR ALL

Community Organization:

206 Zulu is a nonprofit organization that utilizes hip hop culture and arts as an outlet for community empowerment, education, and social change.

Problem:

206 Zulu needed a new place to produce their events when Washington Hall, their dedicated venue, was undergoing its 2015 renovation. Friends connected with 206 Zulu to be part of the inaugural year of Hot Spot.

Solution:

Friends hosted 206 Zulu events, Fish-N-Chips and Beatmasters, at existing Waterfront Park (Pier 58). Even after Washington Hall's renovation was complete, 206 Zulu continued their events on the waterfront and expanded programming to other Seattle public parks.

Outcomes:

- 206 Zulu continued their annual programming at Hot Spot in addition to being an anchor organization at Washington Hall.
- Inspired by their experience with free public programming at Hot Spot, 206 Zulu expanded their events into other Seattle Parks.
- Friends will program the future park beginning with Pier 62, and will enhance event infrastructure to grow events with community partners.
- The future waterfront park will provide public spaces for a variety of events, becoming a satellite event location for organizations and institutions from neighborhoods throughout Seattle.

RECONNECTING THE CITY TO ITS WATERFRONT

Removal of the Alaskan Way Viaduct will extract a physical, psychological, and sonic barrier from the city and its shoreline, and transportation options to the future waterfront park will grow. Overlook Walk, a land bridge offering views, gardens, play areas, and food and beverage, will allow people to reach the waterfront from Pike Place MarketFront without crossing a street.

Guided kayak tour of Elliott Bay Seawall 2018
Photo: Rhoades Clark, courtesy of DSA.

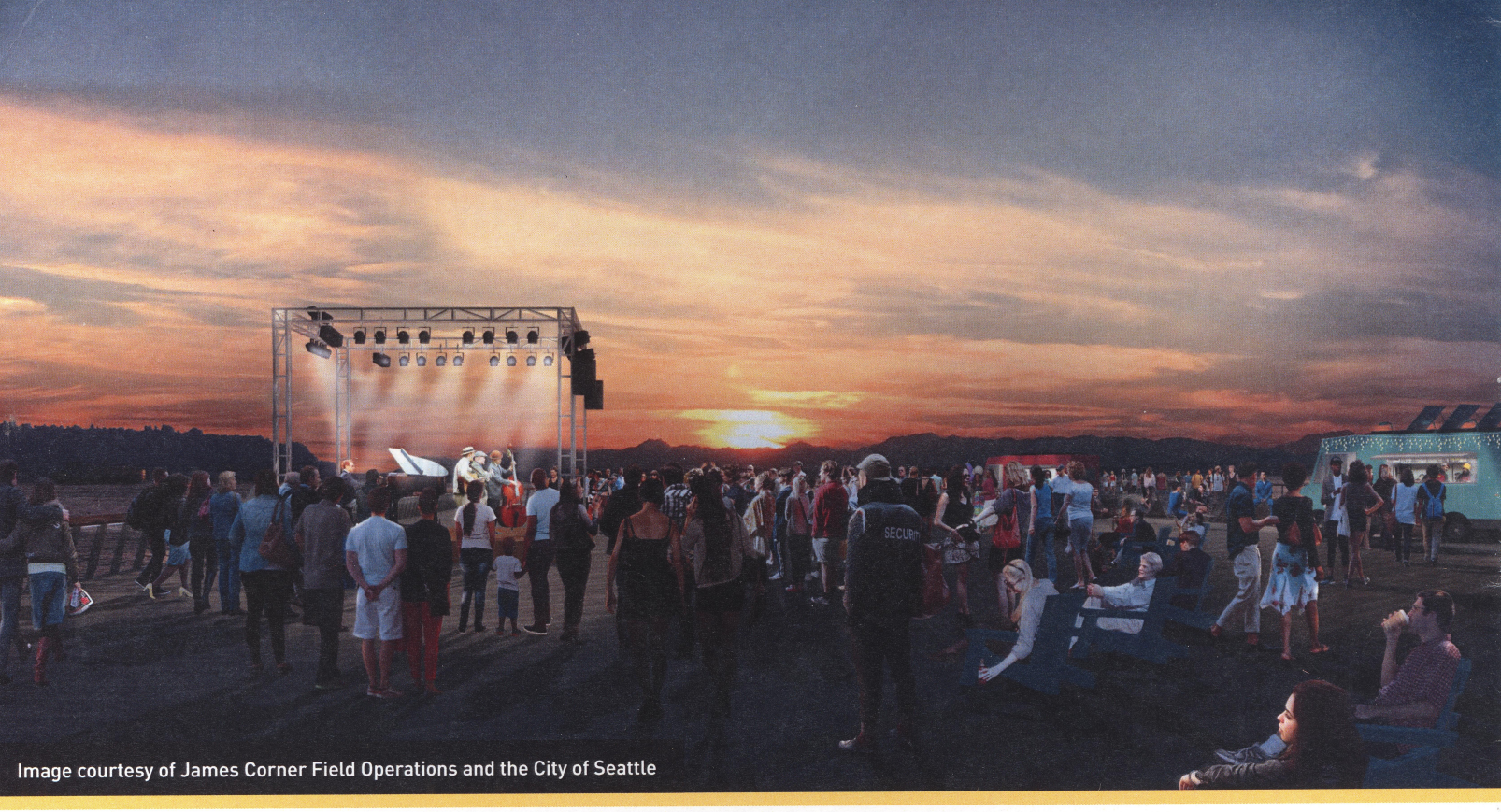


Image courtesy of James Corner Field Operations and the City of Seattle

LOOKING TO THE FUTURE: PIER 62

Ready in 2019, Pier 62 will be the first piece of the new waterfront park to open to the public. This one-acre site will be a canvas for a range of public uses in every season — from music to soccer to kayak tours and more — with the right layers of infrastructure and amenities. Friends is using its experience and community engagement to enliven the pier with diverse programming for all in every season.

THE WATERFRONT IS A PLACE FOR ALL. HOW WILL YOU EXPERIENCE THE PARK?

Learn more about Friends and upcoming events at:
www.friendsofwaterfrontseattle.org

Sign up to be part of the future park:
www.friendsofwaterfrontseattle.org/sign_up

Learn more about the construction of the future park:
www.waterfrontseattle.org